



Virdans "MAGIC" SOIL

Our Customers named it "MAGIC", we didn't! We only know it grows **AFRICAN VIOLETS** better than any other soil

You have to know what kind of soil African Violets like before you can hope to be a success at growing them. It took us two years of experimenting to hit on the right formula, but now we have it and we offer it to you. We sterilize this soil with "Soilene" which will keep it free from springtails, thrips or any other insect that might infest the soil. It is prepared especially for African Violets, but our customers tell us of marvelous results with almost any house plant. Virdans Magic Soil is put up in moisture-proof plastic bags at \$1.25 each postpaid; Two bags \$2.25. One bag contains enough soil to pot from six to eight plants. If you want it in larger quantities you may buy Five bags for \$6.00 or Ten bags for \$10.00. All postpaid.

VIRDAN'S African Violet Soil
is put up in Moisture-Proof Bags

1 pkg. \$1.25 postpaid — 2 pkgs. \$2.25
5 pkgs. \$6.00 and 10 pkgs. \$10.00

To grow African Violets successfully . . . Here is all you need to know . . .

Virdans ships only the highest quality plants. We guarantee every plant we ship.

Plant the African Violet you get from us in Virdans Magic Soil and thereafter feed it at regular intervals with Virdans Plant Tonic, allow for enough humidity and we will absolutely guarantee you will have the finest, healthiest plants full of gorgeous blossoms all the year round.

Insects and those plant diseases to which African Violets are susceptible can be easily controlled by the Virdans First Aid Kit. More about that in the circular.

Watering plants is a thing we can't do anything about except to tell you to be careful not to give them too much. Forget everything your friends have told you about raising African Violets and follow our advice. After all we grow them for profit and we cannot afford to lose very many. Wait until your plant feels dry at the top of the pot before setting it in a saucer of warm water. When it has absorbed enough moisture so that the soil at the top feels damp to your finger, take it out of the water and let the soil dry out. Then repeat the process. That way you discourage root rot, and keep your plants in good health.

However the real secret of growing African Violets successfully is HUMIDITY. That means you must keep them in a room where the air is moist. If the air is too dry your plants won't blossom, and they may wither away and die. No matter what special soil you use or what plant food you give them, they will always be a disappointment to you. For those people whose houses are too dry we have a simple and inexpensive solution to this problem which will bring your plants into bloom in three or four days. In the circular look for "HUMIDITY BOWLS" It is so simple . . . it sounds ridiculous but it works!

One sure-fire plan for growing Prize-Winning plants is this: Start out with good sturdy stock, well-rooted and true to name. A plant of any kind is only as good as the firm from whom you purchase it. There are no "bargains" in house plants or nursery stock. You get exactly what you pay for. Buy a Virdans plant. Plant it in Virdans Magic Soil. Feed it with Virdans Plant Tonic. Use any kind of pot you please. Do not over-water. Be sure the humidity is right and your plants will grow like weeds. At your left is a picture of everything you need to be a successful grower of African Violets. Try it. Find out for yourself how easy it is. We guarantee everything you have read here. So how can you lose?

AFRICAN VIOLETS

Thrive and Bloom

WHEN
FED

VIRDANS
PLANT TONIC

Specially Prepared for African Violets

This new Plant Tonic is the result of three years of experiments. It's a high-formula (11-22-22), completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the nutrition to make them blossom quickly and profusely.

It's the only Plant Food prepared especially for African Violets by growers of violets — once you see the amazing results you get with this Plant Tonic you'll never be without it again.

\$1.25 Pkg. Postpaid Anywhere

A LITTLE GOES A LONG WAY



Self-WATERING

WIK-FED
Flower Pots

7 LOVELY COLORS

Lavender
Green
Red
Yellow
White
Pink

WITH
BLACK
BASE

its-WIK-FED

Bronze with Bronze Base

Attractive Flower Pots of colorful Styron. High lustre black base contains a sub-irrigation wick. Water in the reservoir base keeps roots of plants moistened. Plants may be left for days without care. The smooth graceful lines of these plastic pots will enhance the beauty of your plants!

\$1.25 Each, Postpaid

3 Pots \$3.25 Postpaid

6 Pots \$6.25 Postpaid

*This is a SENSATION Among
Amateur Growers . . .*

**You can save up to 8 Days in
Producing New Plants from
Leaves . . .**

The most fun in raising African Violets and the cheapest is to propagate them yourself from leaves. But you have to know how and you want to do it the quickest way possible. That's why we have experimented with this miniature greenhouse. It is not only small, compact and very attractive, but it saves you at least 8 days in bringing new young plants from the leaves you plant in it. We supply you with four of the newest varieties of leaves.

VIRDANS MINIATURE GREENHOUSE SOLVES THE HUMIDITY PROBLEM

All you have to do is follow directions for planting them. Remember we supply you with everything you need in this propagating kit. Virdans says it can be done easily this way and we stand behind any statement we make; so you can bank on it.

3 FREE packages of seeds with each order

A \$7.00 Value for \$3.50

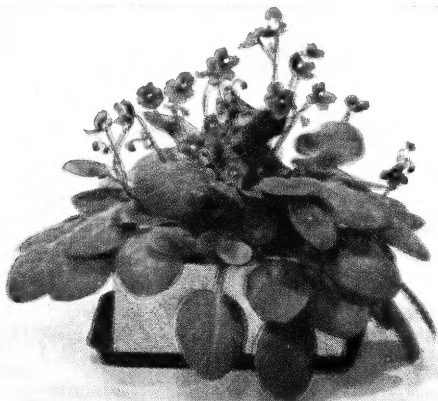
Therefore if you want to raise your own plants send for this special offer: Only \$3.50 for the complete kit including the four leaves. And remember you can get as high as 16 new plants from one leaf if you follow our directions. Try it

HUMIDITY BOWLS

This is for people whose houses for some reason or other are too dry-aired. African Violets will not blossom freely without humidity. Therefore we have found an easy way to bring them into bloom even on the Sahara desert. Two plastic bowls in beautiful colors that will be attractive wherever you put them. Just follow directions. It is easy. One large bowl (about 8 inches across) and one small bowl to set in the center in which to set your plant. The Set cost you \$1.25 each or 6 for \$6.00. We'll guarantee the most stubborn plant will bloom in less than a week. We have tried it and we know. If you are using steam or dry air heat in your home you need them. Don't give up trying to grow these beautiful plants until you have tried this discovery. You won't lose a cent because we'll guarantee to bring your plants into bloom or refund your money and you can keep the bowls to serve fruit in.

Plantmaster

THE NATURAL PUMICE STONE PLANTER
CARVED FROM NATURAL POROUS PUMICE



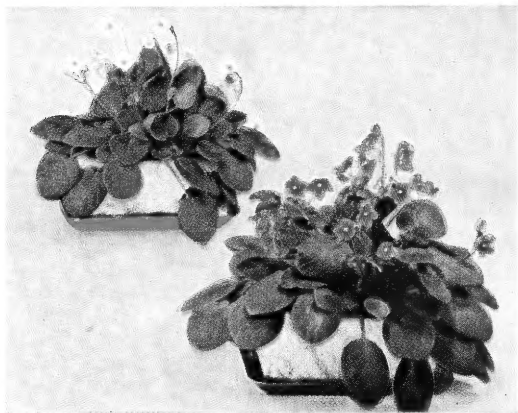
The perfect planter you have been looking for. PLANTMASTERS have everything needed for indoor plants. The thousands of minute holes provide water absorption, drainage, aeration and insulation. Unique as well as practical, PLANTMASTER makes a beautiful and lasting table, mantle, or television decoration when planted.

This is THE planter for African Violets, Gloxinias, or any indoor plants.

**SOFT BLUE-GREY IN COLOR—NATURALLY
STREAKED AND MOTTLED**

Blends Well With Any Decoration

WATER FROM BOTTOM. PLANT-MASTER Pumice Stone is a natural sponge rock and will absorb water over its entire surface area. Thus, water poured into the tray under the PLANTMASTER is absorbed evenly over the whole bottom area, or to any depth PLANTMASTER is submerged. No clogging, no wick necessary for absorption.



No. 448 SPECIAL PLANTMASTER

(AS ILLUSTRATED—WITHOUT PLANTS)
(4x4x8 inches) complete with pebbled
aluminum tray, anodized in either red
or green color—Postpaid \$2.75.

UNITED STATES PUMICE SUPPLY CO., Inc.

**6331 HOLLYWOOD BOULEVARD
LOS ANGELES 28, CALIFORNIA**

African Violet Specialists

PHELPS, NEW YORK

Date _____

(WRITE OR PRINT PLAINLY)

Street and Number _____ P. O. Box _____ R. D. _____

Post Office _____ State _____

[illegible]

USE OTHER SIDE FOR CORRESPONDENCE AND INSTRUCTIONS

ORDER BLANK
VIRDANS FARMS

African Violet Specialists

PHILIPS NEW YORK

BOX 117

Date

Ship to (Name)

WILL OR NOT FLANKY

Street and Number

P.O. Box

Post Office

State

Quantity

Price per unit

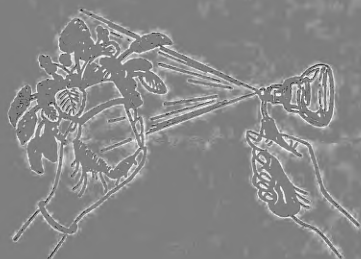
Total

**It was Our Own Customers Who Wanted
Something Easy to Use and as Effective
as This . . . SO HERE IT IS, Absolutely Guaranteed
to Protect Your Valuable Plants from All Insects and
Plant Diseases!**

VIRDANS FIRST AID KIT
for African Violets and other House Plants

SURE DEATH TO MEALY BUGS

*and all other Pests that might kill your
Valuable Plants . . . and so easy to use*



Now you can stop worrying about the danger of losing your beautiful and valuable African Violet plants because of such pests as mealy bugs, aphids, leaf hoppers, lice, spiders, etc. This FIRST AID KIT with complete instructions helps you to stop these pests at once, at first sign of infection. It's thoroughly tested, used by thousands — we know it works. Pays for itself with the first plant you save — and you'll save many more for months to come.

\$3.00 Postpaid (Absolutely Guaranteed)

FREE

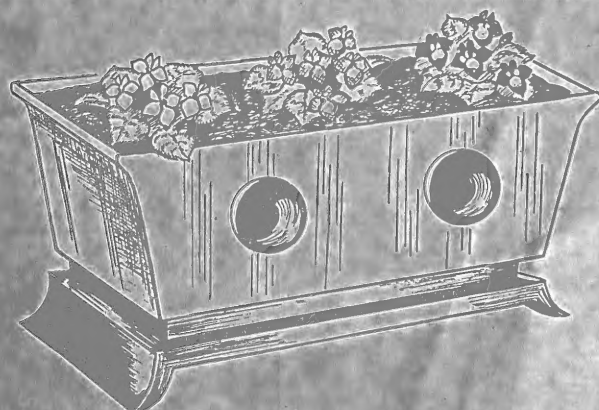
Here is a VERY SPECIAL OFFER While They Last!
3 AFRICAN VIOLETS

The GENIE Planter is one of the best self-watering pots we have found. It is a very attractive oblong container made of cream marbled plastic with bronze trim. The Genie Planter will hold 3 good-sized plants.

1 Genie Planter

1 Pkg. Magic Soil

1 pkg. Plant Tonic



A \$7.00 VALUE . . . and what a VALUE!
ONLY \$3.50 postpaid



Ready to
Ship by
Mail

All in
full Bloom

VIRDANS AFRICAN VIOLETS

Will Always Walk Away
with Prizes at Any Show

We have been shipping African Violets by mail since 1947 and there have been very few that did not arrive in good condition. Any that were damaged in shipment we have always replaced. We will not ship a plant until we are satisfied that it is just what our customers expect to receive from Virdans Farms.

Remember—These are large, full-grown plants and

NEW VARIETIES

Ready to Ship as Weather Permits

Blue

Blue Mistress
Star Sapphire
Double Lady
Blue Wonder
Bronze Frigate

White

Snow Prince
Snow Girl
Double Lace

Purple

Purple Lace
Purple Girl
Purple Knight

Pink

Pink Attraction
Pink Cheer

Lavender & Violet Shades

Ruffled Queen
Ruffled Beauty
Lavender Beauty
Orchid Sunset Double

Variegated

Painted Girl
Star Girl
Fantasy

Red

Red King
Red Lady
Red Meritor Giant

Bi-Color

Velvet Girl
Pansy Beauty
Double Velvet Girl

\$3.50 each postpaid

2 for \$6.00 4 for \$10.00

Something Entirely New! DOUBLE ROSEBUD GERANIUMS

Do you want to see something pretty? Then send for one or more of our new DOUBLE ROSE Geraniums. Each blossom is a tiny cluster of red flowers that open like a miniature rose. They are rare and our supply is limited. We offer them to our good customers only; not enough to advertise to the general public. They are easy to grow and bloom profusely. These are well rooted plants ready to bloom. The only house plant we've found to equal African Violets in beauty. Price is only

\$1.25 each Postpaid

3 for \$3.00 10 for \$10.00

*An Attractive Combination
of 3 of America's Favorite
House Plants . . .*

- 1 African Violet in full Bloom
- 1 Double Rosebud Geranium
- 1 Speciosa Heavenly Blue

Here is the last chance to cash in on an over-abundance of exotic house plants that we have ready to ship. The shipping season is getting short and we have to get rid of them. We will sacrifice them for a quick sale, and give you free a started Begonia as a bonus. But on this order get your check in here in a hurry because there are not enough of them to go very far and we hate to return money to people because we have run out of the stuff they ordered. It is really a bargain or we should say a Virdans bargain which means something.

All 3 Plants \$3.50 Postpaid
Plus 1 Begonia Absolutely Free

The Complete Book of AFRICAN VIOLETS

BY

HELEN VAN PELT WILSON

The only complete and well illustrated (many in color) book on the whole subject of African Violets that has ever been written. A guide and reference book for amateurs or professionals. Nothing left unanswered.

\$2.95 Postpaid